

## **Historic, archived document**

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# Dahlias

1925.



Dahlia Belvedere

*Grown by*

**E. A. ASMUS**

**BELVEDERE**

MARIN COUNTY

CALIFORNIA

# Advance Retail List for 1925

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We sell **field grown roots only**, no plants or pot roots offered for sale.

We ship only **selected A No. 1 tubers showing eyes or sprouts**.

We guarantee our stock to be absolutely **true to name**.

We don't **substitute**, and if sold out on a variety ordered, will cheerfully **refund remittance**.

**TERMS: Cash with order.** Remittances may be made by post office money order or by check.

All retail orders will be sent charges prepaid, either Parcel Post or Express, according to size of package.

To be up to date try our new Dahlias of our introduction of 1924-5. You cannot go wrong with any of these new Dahlias. Everyone one is O. K., having received Certificates of Merit at the Dahlia Society of California trial gardens at Berkeley and the American Dahlia Society trial gardens at College Park, Md.

## Culture of Dahlias

The Dahlia is one of the easiest of all flowers to cultivate and will produce more flowers than any other plant grown, flowering all summer and Fall if the simple cultural directions are followed closely. They can be grown in any good garden soil, but if possible, plant in an open, sunny situation. Prepare the soil thoroughly by digging 12 to 18 inches deep in the Fall, if possible, and again in the Spring. Plant any time between April 20th and June 15th, digging holes 6 inches deep and from 3 to 4 feet apart. Then lay in the tuber flat on its side, the side of which makes no difference as long as it has one strong eye or sprout. Cover 3 inches deep, thus leaving the hole one half full, to be filled after plant comes up 6 or 8 inches above the ground.

As soon as the plant is large enough, cut out the top of it just above the second or third set of leaves which causes the plant to grow a stout branch, at the base of each of the four or six leaves left. Just as soon as the plants are up the most important thing to do is to keep the soil loose and mellow by hoeing or cultivating once or twice a week, and just as soon after each rain as the soil will permit. As soon as the buds appear, stop all cultivation and give the beds a mulch of rotted manure, leaves, etc. Water the beds and plants thoroughly once or twice a week, and especially during the dry weather. Tie each plant to a strong stake so it may have a strong support. To have the greatest success is to keep them growing but as strong and sturdy as possible. Never allow the faded flowers to remain on the plant, but cut them off with as much stem or stalk as you can. To have larger blooms it is necessary to disbud, leaving the center bud, and taking off the side ones, leaving a stem approximately 18 inches long. Dahlias will continue to bloom until a heavy frost kills the tops in late Fall, after which the tops are cut off and the roots are dug and stored in a frost-proof cellar or basement, covering with dry soil, sand or anything that will keep them from shriveling. Divide in the Spring after the eyes begin to show.

**You must be Satisfied.** We want to make good.

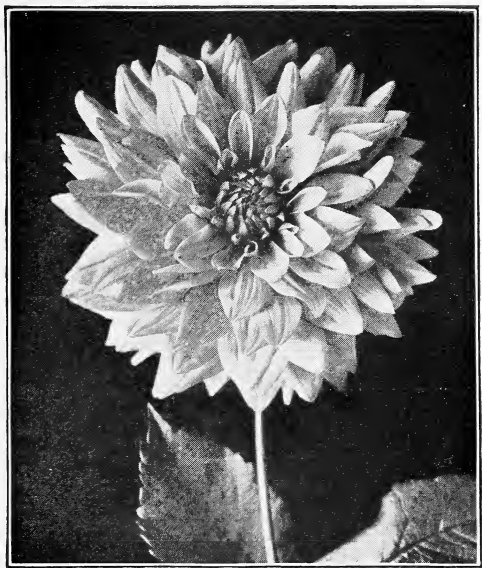
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## Dahlias of our Introduction

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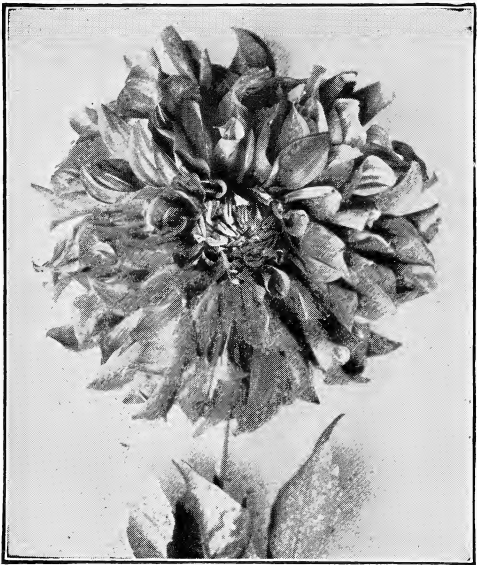
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### Dahlia Mrs. E. A. Asmus

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**Mrs. E. A. Asmus.** A true rose pink, the flower borne on long stiff stems, a Decorative of medium size, especially adapted for cut flowers for florists' use. An excellent keeper, wonderful free bloomer, and splendid bedding variety. Awarded Certificate of Merit, at College Park, Md., trial gardens, receiving 90 points. Prof. J. P. S. Norton says it is one of the few good pinks. Tubers \$5.00 each



## Belvedere

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**Belvedere** (D.) Rich carmine, a garden and exhibition variety. A splendid exhibition variety; the flowers can be had nine inches in diameter without disbudding, and are held erect on very stiff stems. A very free bloomer. Awarded Certificate of Merit by The Dahlia Society of California. Tubers \$7.50

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Washington, D. C., Nov. 18, 1924

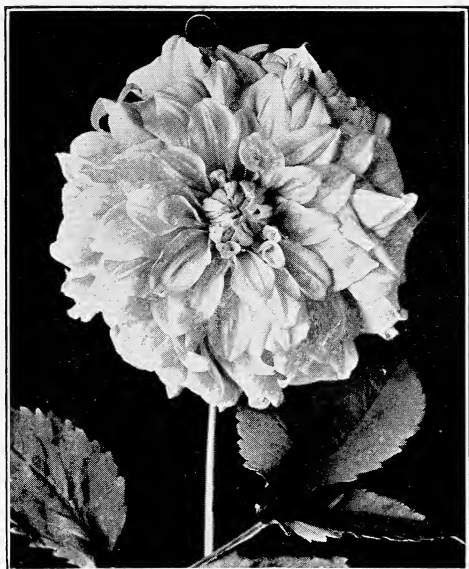
E. A. Asmus,  
Belvedere,  
California.

Dear Sir:—

At the grounds of the Southern Trial Gardens A. D. S. I was very much pleased with a handsome big red Dahlia, "Belvedere" of which you are the introducer. I am writing to inquire whether you may have a root or two, or a half dozen that you would dispose of, and the price of same. It is certainly a fine dark red.

Very sincerely

J. H. K.



## Dahlia Gordon Blanding

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**Dahlia Gordon Blanding.** Pronounced by experts to be one of the finest Decorative Peony Dahlias. It is large and full, measuring nine inches in diameter. The color is that of the La France rose, of fine substance; a variety quite distinctive in the Dahlia family. It is medium to tall, vigorous grower and a prolific grower. The stems are long and strong, holding the large flowers erect above a vigorous plant. A valuable and useful cut and exhibition variety. **Awarded Certificate of Merit by the American Dahlia Society and the Dahlia Society of California** and other high honors wherever exhibited. Selected field grown tubers \$5.00 each

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Hilton Dahlia Farm, Hilton, N. J. October 6, 1924

We have your **Gordon Blanding**. It certainly is fine and does well in the East. —C. G. M.



## Cliff Crag

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**Cliff Crag.** A large Decorative scarlet shading to burnt orange; the flowers are borne on stiff stems; a prolific bloomer. Awarded Certificate of Merit at the Berkeley trial gardens by the Dahlia Society of California. Also awarded first prize at meeting of the California Dahlia Society exhibition, in competition with more than fifty other seedlings.

Tubers \$7.50 each

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**Beth.** A show variety of delicate pink, shading to a deeper pink at the edges, an excellent cut-flower variety of good keeping qualities. Tubers \$3.50 each

**Gertrude.** A pure white peony flowered variety, a fine bedder and a very free bloomer.

Tubers \$2.50 each

**Marguerite.** Decorative, rose suffused with lavender, the color of a Cattleya Orchid, shading to golden yellow at the base of the florets. Tubers \$3.50 each

**The Evelyn.** Show, a large bright yellow borne on stiff stems and a free bloomer. Tubers \$3.50 each



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# California Dahlias

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## The Best Introductions of Other Growers.

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C.—Cactus. H. C.—Hybrid Cactus. D.—Decorative.  
Sh.—Show H. Sh.—Hybrid Show. Pae.—Peony  
flowering. F.—Fancy.

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**Amun Ra.** (D.) A large Exhibition Decorative with gorgeous shades of copper and orange, shading to gold and amber, is a very attractive flower and a good keeper when cut for decorative purposes and are on perfect upright stems. \$2.50

**Delice.** (D.) Beautiful glowing rose-pink, fine cut flower. 35c each

**Dr. Tevis.** (D.) A beautiful shade of soft salmon-rose, suffused with old gold shading to a golden apricot center. The immense flowers are held erect on strong, long stems. 75c each

**George Walters.** (H. C.) Salmon pink and yellow, fine stem. 75c each

**In ulinde.** (H. C.) The acme of perfection in a Dahlia. Its color is a rich golden orange suffused with bronze and apricot shadings. The flowers are carried on the top of the stems like Chrysanthemums. \$1.50

**Jersey's Beauty** (Waite) Awarded highest honors whenever exhibited in strongest competition. Rated highest of any Dahlia, at Experimental Garden of the American Dahlia Society. A variety of supreme merit and one that is really perfect. No other Dahlia, so far introduced, can measure up to it; it is the standard by which to judge all others. A magnificent grower, making no superfluous wood. Every shoot runs away and carries a perfect flower that can be cut with a long stem. Unbeaten as a laster, whether cut with one foot or seven foot stems, the blooms never go back on you. The color is a real pink, not lavender or lilac, and with ordinary culture, five or more large flowers are borne on a plant at one time. \$10.00

**Kitty Dunlap.** A Decorative of American Beauty Rose shade, producing huge exhibition blooms. The stems are very long and wiry; a real acquisition and can be recommended for any purpose. \$4.00

**La Favorita** (H. C.) A splendid variety of brilliant orange. Good for cutting. \$1.00

**Mrs. John K. Allen.** (D.) This new creation was originated by Mr. C. J. Morton of Dorchester, Mass. Flowers are large and attractive; petals are long, narrow and semi-quilled with a slight twist towards outer edge. Coloring is a two-toned effect, a light cardinal red with yellow reverse. Extra good keeping quality, stems strong, holding the flowers erect. Blooms very early and is a free flowerer. A variety very much admired. Tubers \$2.50 each

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## California Dahlias, continued

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- Mrs. Carl Salbach** (D.) Immense blooms of a lavender pink color, on exceptionally strong stems, a perfect exhibition and cut-flower variety; one of the best. \$1.00
- Mabel Taft.** (D.) A graceful and beautiful shade; yellow suffused with apricot; very attractive in the garden, the plant having fine form, displaying the blooms on perfect upright stem. 75c
- Millionaire.** (D.) Immense flowers of unusual depth, fine stems. Color a delicate lavender with a faint pink cast overshadowing it. \$1.00
- Mrs. F. C. Burns** (D.) A shell pink decorative of fine habits, excellent grower and cut-flower variety. 75c
- Mrs. Richard Lohrman** (H. C.) A fine California variety, a great exhibition flower; one of the best; a bright yellow of beautiful formation, on a long upright stem. \$1.50
- Mrs. W. E. Estes.** (H. C.) Large pure snow white Hybrid of lovely form carried on long stems. \$1.00
- Mrs. Jessie Seal.** (Pae.) A novelty of sterling merit; magnificent old rose with golden shadings, on strong stems held high above the foliage; an excellent cut-flower and exhibition variety. \$1.00
- Paul Michael** (D.) Deep orange buff, shading to old rose on reverse of petals. This is the largest in diameter in deocratives and a prize winner each season. \$2.00
- Pride of California.** (D.) This is the best red decorative for all purposes. It has size, stem and splendid keeping qualities when cut. \$1.00
- Shudow's Lavender.** (D.) 1921 introduction of great merit. Large splendid bloom of silvery lavender slightly shading to white. Held on long stiff stems well above its attractive lace-like foliage. A great prize winner. \$4.00
- Senorita.** (D.) A new introduction of a giant decorative Dahlia, was awarded a Silver Medal in the 3-year-old Seedling Class, at the Palace Hotel Show in San Francisco; also first prize in the same class at the California Horticultural Exposition (growing exhibit) in Los Angeles. Each bloom, held absolutely erect on extra strong stem, measures from 9-10 inches across; of perfect form until late in the season. A rich velvety crimson, just the color to match the dark Spanish type of the "Senoritas" of the days of old. Price \$2.00 each.
- The Oriole.** (Pae.) This novelty is a very striking Peony of a most remarkable combination of burnt orange, red and yellow. A wonderful blending of Autumn colorings. These show blossoms are very large and are held erect on fine long stiff stems. \$1.50
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## Cactus Dahlias

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**Alabaster**—The finest white Cactus. Large and incurved. An indispensable exhibition variety, beautiful for garden and a fine cut flower. \$1.00

**Ballet Girl**—A flower difficult to describe. It is sometimes orange with a white edge, then again, white shading to orange, or white edged orange, and at times pure orange. All the blooms are very beautiful and attract the attention and admiration of every visitor to the garden. Of perfect formation and a good cut flower \$1.50

**Herbert Raby**—Wine crimson, huge flowers. Long narrow incurving petals. Another good exhibition cactus 50c

**Mrs. Margaret Stredwick**—New exhibition English Cactus. A soft pink, deepening at tips and base. Very large and incurved; the form as perfect as possible. The plants are strong and vigorous. \$2.00

**Pierrot**—Lovely deep amber, usually boldly tipped with white. Immense flowers, if disbudded are huge. Sensational exhibition Cactus. 50c

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## Pom Pom Dahlias

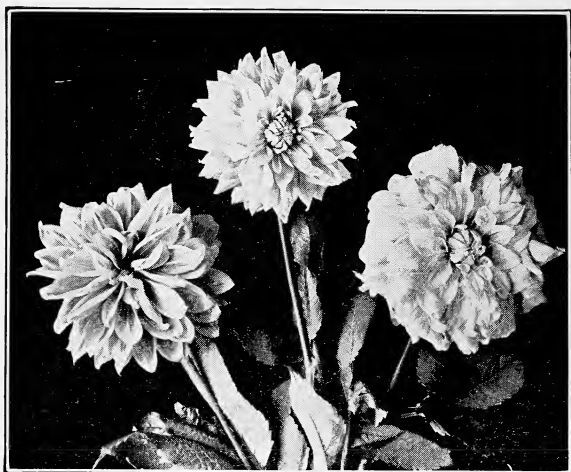
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This class produces small double flowers in great profusion. Splendid for cutting, lasting for five days in the home.

<b>Amber Queen</b>	Deep amber	35c
<b>Blush Gem</b>	Pale pink, edged cerise	35c
<b>Cheerfulness</b>	Old gold tipped crimson	35c
<b>Darkeye</b>	White, lavender tips	50c
<b>Eillen</b>	White, lavender tips	50c
<b>Girlie</b>	Pinkish mauve	35c
<b>Kitty Barrett</b>	Golden, purple edged	50c
<b>Little Bugler</b>	Purple	50c
<b>Little Dear</b>	Old rose shading to salmon	50c
<b>Orange</b>	Deep orange	35c
<b>Pure Love</b>	Heliotrope, the best of its shade	35c

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**Pom Pom Dahlias** Assorted varieties named :—  
**"My Selection"** Price 35c each, \$3.50 per dozen.



## Seedling Dahlias

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### California Hybridized Dahlia Seed

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This seed is scientifically bred, and is raised from California's finest and largest prize-winning varieties, which are the finest in the world. This mixture contains all types and colors. Our rainless summers around San Francisco Bay makes it possible to produce hybridized seed of the very highest quality. Dahlias grow very easily from seed and new varieties are produced in this manner.

The seed we have sent out in previous years have produced many superior varieties, of which some of the letters attached bear testimony.

**Price per 100 seeds, private stock      \$3.00**

**Price per 50 seeds, private stock      \$1.50**

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Beltsville, Maryland, Feb. 12, 1924

E. A. Asmus,  
Belvedere,

Dear Sir:—

Last season we purchased from you one package of your Hybridized Dahlia seed and from this we raised over 100 seedlings, we saved more seedlings from this lot for future trial than from over 400 grown from seed purchased in both east and west. We enclose our check for \$3.00 for which please send us 100 of your choice California Hybridized Dahlia seed.

**GLAD-IRIS GARDENS**

R. B. Piper,

Proprietor

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Richmond, Virginia  
Broad Street Station,  
Feb. 14th, 1924

E. A. Asmus,  
Belvedere,  
California.

Dear Sir:—

I am writing to let you know about the Dahlia seed I bought from you last year. I had some wonderful colors and they stood our hot summer fine and they were admired by thousands of travellers who pass through our station. I am expecting them to show up very good this year. Would have written you sooner but lost your address and had to wait until your advertisement appeared in the Florists' Review. Send me 500 of the Best Private Stock seed you have at \$3.00 per 100 seeds, as I want to create a demand for your seed in this district.

Yours very truly

E. V. WOLSTENHOLME,

Landscape Gardener

Richmond, Fredericksburg, & Potomac Railroad Co.

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Bristol, Connecticut  
April 6, 1924.

E. A. Asmus,  
Belvedere,  
California.

Dear Sir:—

Kindly send me at once 50 seeds of your private stock hybridized Dahlia seeds. Enclosed find check for one dollar and fifty cents.

I bought 50 seeds from you last year and every seed produced a plant. I have saved tubers from twelve of them, six of the twelve being of exceptional merit.

Yours truly

William W. Merrill

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## Join the Dahlia Society of California

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The annual dues are two dollars, which includes all the privileges of the Society and bulletins. Secretary H. T. HENNIG 621 Third Avenue, San Francisco, California, will be pleased to receive applications for membership.

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I am a member of:—

The Dahlia Society of California

The American Dahlia Society

The Pacific Coast Horticultural Society

Massachusetts Horticultural Society

Society of American Florists and Ornamental  
Horticulturalists

